

# CONTRACT



wcpo.com  
kypost.com

**WCPO**  
1720 Gilbert Ave.  
Cincinnati, OH 45202  
(513)721-9900

And:

**WCPO-TV**  
1720 Gilbert Ave  
Cincinnati, OH 45202

<u>Contract / Revision</u> 337137 /		<u>Alt Order #</u>
<u>Product</u> 2013 FCC License Pre-filing Renewal Announcements		
<u>Contract Dates</u> 04/01/13 - 05/16/13		<u>Estimate #</u>
<u>Advertiser</u> WCPO-TV		<u>Original Date / Revision</u> 03/21/13 / 03/21/13
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCPO	<u>Account Executive</u> Rob Schuck	<u>Sales Office</u> WCPO Local
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WCPO	04/01/13	04/01/13	7-730p The List	M-F 7-730pm		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/01/13	04/07/13	M-----				1	\$0.00			
N 2	WCPO	04/16/13	04/16/13	M-F 7-8p Rotation	658-8p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/15/13	04/21/13	-T-----				1	\$0.00			
N 3	WCPO	05/01/13	05/01/13	7-730p The List	M-F 7-730pm		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/29/13	05/05/13	--W----				1	\$0.00			
N 4	WCPO	05/16/13	05/16/13	M-F 7-8p Rotation	658-8p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/13/13	05/19/13	---T---				1	\$0.00			
N 5	WCPO	04/01/13	04/01/13	Monday Prime C	10-11p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/01/13	04/07/13	M-----				1	\$0.00			
N 6	WCPO	04/16/13	04/16/13	Tuesday Prime A	8-9p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/15/13	04/21/13	-T-----				1	\$0.00			
N 7	WCPO	04/01/13	04/01/13	730-8p Let's Ask America	M-F 730-8p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/01/13	04/07/13	M-----				1	\$0.00			
N 8	WCPO	05/01/13	05/01/13	730-8p Let's Ask America	M-F 730-8p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/29/13	05/05/13	--W----				1	\$0.00			
<b>Totals</b>											<b>8</b>	<b>\$0.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.

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<u>Contract / Revision</u> 337137 /		<u>Alt Order #</u>
<u>Contract Dates</u> 04/01/13 - 05/16/13	<u>Product</u> 2013 FCC License Pre-f	<u>Estimate #</u>
<u>Advertiser</u> WCPO-TV		<u>Original Date / Revision</u> 03/21/13 / 03/21/13

Time Period	# of Spots	Gross Amount	Net Amount
04/01/13 - 04/28/13	5	\$0.00	\$0.00
04/29/13 - 05/16/13	3	\$0.00	\$0.00
<b>Totals</b>	<b>8</b>	<b>\$0.00</b>	<b>\$0.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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POST

## CONTRACT

<b>Contract / Revision</b> 337150 /		<b>Alt Order #</b>
<b>Product</b> 2013 FCC License Post-filing Renewal Announcement		
<b>Contract Dates</b> 06/01/13 - 08/16/13		<b>Estimate #</b>
<b>Advertiser</b> WCPO-TV		<b>Original Date / Revision</b> 03/21/13 / 03/21/13
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WCPO	<b>Account Executive</b> Rob Schuck	<b>Sales Office</b> WCPO Local
<b>Special Handling</b> Do Not Mail		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WCPO	06/01/13	06/01/13	SA-SU 12-6p Rotation	12-6p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/27/13	06/02/13	-----S-				1	\$0.00			
N 2	WCPO	07/01/13	07/01/13	Live with Regis and Kelly	M-F 9-10a		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/01/13	07/07/13	M-----				1	\$0.00			
N 3	WCPO	06/16/13	06/16/13	SU 6-7p News	558-7p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/10/13	06/16/13	-----S				1	\$0.00			
N 4	WCPO	07/16/13	07/16/13	3-4pm Katie	3-4p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/15/13	07/21/13	-T-----				1	\$0.00			
N 5	WCPO	08/01/13	08/01/13	Thursday Prime	8-11p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/29/13	08/04/13	---T---				1	\$0.00			
N 6	WCPO	08/16/13	08/16/13	M-F 12-1p News	12-1p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/12/13	08/18/13	----F--				1	\$0.00			
N 7	WCPO	07/01/13	07/01/13	Monday Prime	8-11p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/01/13	07/07/13	M-----				1	\$0.00			
N 8	WCPO	07/16/13	07/16/13	Tuesday Prime	8-11p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/15/13	07/21/13	-T-----				1	\$0.00			
N 9	WCPO	08/01/13	08/01/13	M-F 10-11a	10-11a		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/29/13	08/04/13	---T---				1	\$0.00			
N 10	WCPO	06/01/13	06/01/13	Saturday Prime	8-11p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/27/13	06/02/13	-----S-				1	\$0.00			

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<u>Advertiser</u> WCPO-TV		<u>Estimate #</u>
<u>Original Date / Revision</u> 03/21/13 / 03/21/13		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Totals											10	\$0.00

Time Period	# of Spots	Gross Amount	Net Amount
05/27/13 - 06/30/13	3	\$0.00	\$0.00
07/01/13 - 07/28/13	4	\$0.00	\$0.00
07/29/13 - 08/16/13	3	\$0.00	\$0.00
<b>Totals</b>	10	\$0.00	\$0.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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